multiQ

MultiQ Digital Signage Creation Quick Guide

Part 2, Activate your customers with kiosks – Version 1, 29/11/2011

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1 Revision history

A description of changes with revision number will be noted in the revision log below:

Version	Date	Comments
1.00	2011-11-29	Initial version

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2 Introduction

In the “MultiQ Digital Signage Creation Quick Guide part 1 Getting started with digital signs”, we have created a number of slideshows and video clips. These video clips where organized into a channel that finally consisted of a number of playlists that can be scheduled to be played at desired hours. Most digital signage in the world work this way. However, the customer is quite passive in relation to the digital signs and can not affect what is shown on the screens.

By using interactive kiosks you can activate your customers. And you can get them to search for information according to their own preferences.

There are two basic ways of creating kiosks; web kiosks and information kiosks.

This manual is focused on how to produce content and there are brief instructions on how to manage content in the MultiQ digital signage system. For more details on how to handle the management system, please consult the “MultiQ DSMS 3.6 User Guide Media monitors 5 & 7 operated in centrally managed mode”.

We start off with web kiosks using keyboard and pointing devices such as a mouse because they do not require any specifically adapted content. Your already existing website will do.

Information kiosks use content that is adapted for this kind of kiosks as we will discuss later on.

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3 Web kiosks using existing websites

If you intend to use an existing website in your stores the best choice may be to set up a web kiosk. A web kiosk is a media monitor that uses a keyboard and a mouse or other pointing device to directly access an existing web site. The idea is to reuse an existing website and not to create any specifically adapted content. A media monitor is a monitor with a built-in media player. This minimizes cabling and completely eliminates the overheating and cooling problems often caused in conventional PC kiosk solutions.

Putting your website inside the stores is not only a way to market your website to the customers but also a way to improve the ways for the customers to easily and quickly find the information that they are looking for. This relieves the staff in the store and reduces waiting for the customers. Your website is a great means for customer communication inside as well as outside the store. Web kiosks are ideal if you need to make existing, complex websites, such as catalogues connected to data bases available in a public location.

Compared to using a conventional PC with keyboard and mouse you can limit the customer to only surf the website(s) of your choice. Other advantages are that the kiosks can be set to standby mode outside business hours and you have access to central management and supervision. In practice you never go to the actual units to change content or to see that they are on line. All software updates are handled through the central system and you do not have to worry about updates initiated by anyone else but yourself. Also, you will never have to restart any of the media players manually since there are two built-in watchdogs assuring that the unit is always up and running and never get stuck in a hung condition.

Figure 1. A web kiosk is a media monitor with keyboard and a pointing device that reuse an existing website. The 1080 x 1280 pixel resolution in portrait orientation fit very well to most existing web pages.

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Most websites are 1000 pixels wide or less. The 19" MultiQ media monitors are SXGA 1280x1024 pixels in resolution. By setting the media monitors in portrait position we get an excellent view of the website. Using portrait orientation of the screen means that the screen will become larger in vertical direction and that less scrolling will be required than when using conventional computer screens in landscape orientation. It is simple to set up a web kiosk. First define the URL of your web site as a media spot in the media library.

If the website should prove to be a little bit too narrow or too wide, this can be easily compensated for by using the "Zoom" feature in the MultiQ system making the horizontal scroll bar disappear.

Next put the website web spot into a channel (in this case "The Web Kiosk Channel") that is connected to the media monitors you intend to use.

The idea of using channels is that you can have a larger number of media monitors to use the same channel. When you want to change the content displayed on the screens you just need to change the content of the channel rather than changing content on each media monitor separately.

In a web kiosk you may come to a situation where you want to change the URL to the web site or even use different URL's at different hours or during specific periods of time.

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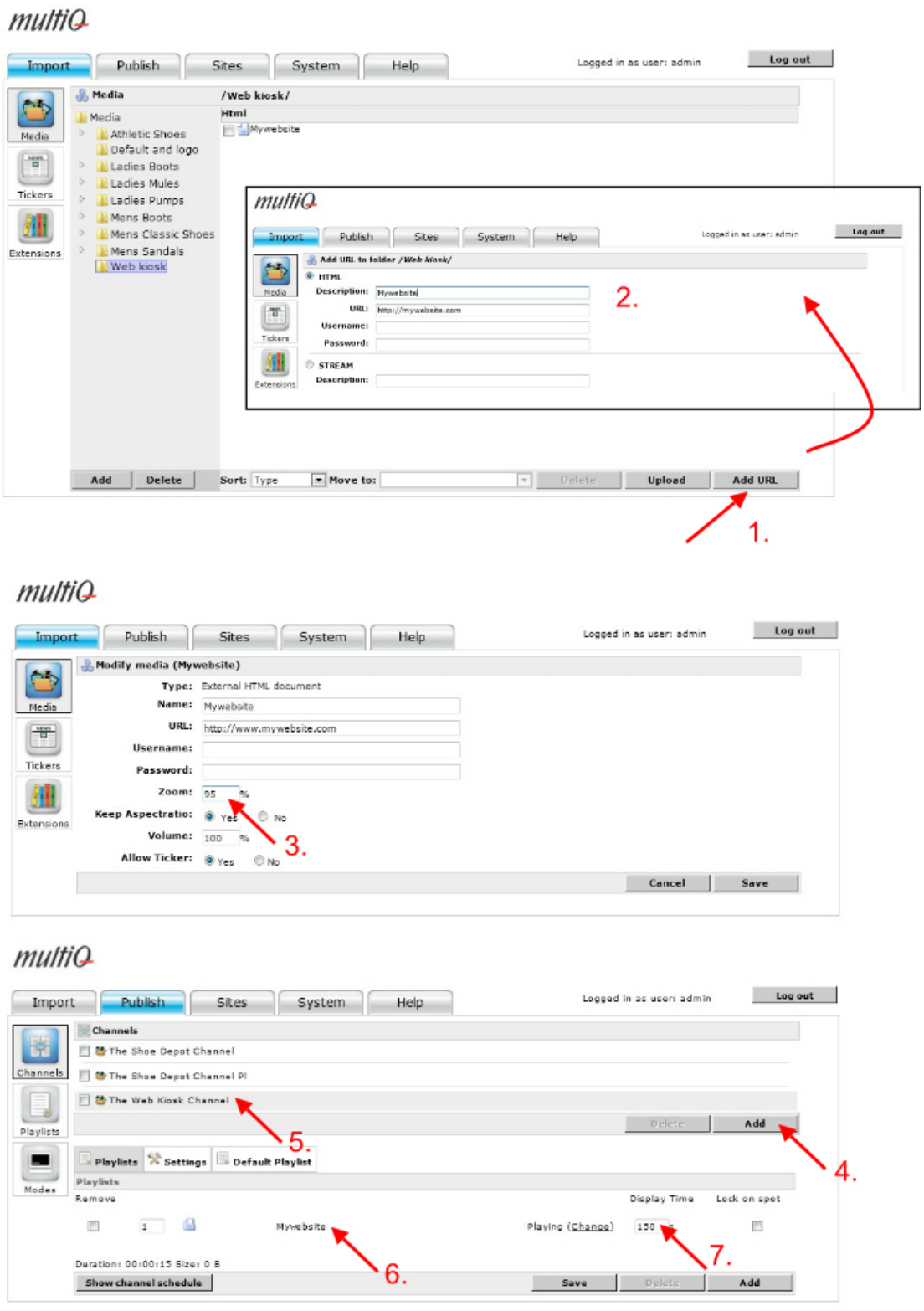

Figure 2. Define your URL to your website as a media spot in the media archive in the "Import" tab by pressing the "Add URL" button (1). You can choose to zoom the website to fit horizontally without any horizontal scrollbar (3). Then create a channel (The Web Kiosk Channel) (5) where you put your URL media spot. You can set the time interval at which you like the website to be reloaded (when nobody is interacting with the website) (7).

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You need to create a site for your media monitor (if you don't already have one). Go to the "Sites" tab and click the "Sites" icon to the right. Then click "Add" at the bottom right to create a site.

Next create a unit by pressing the "Create unit" button while inside a site.

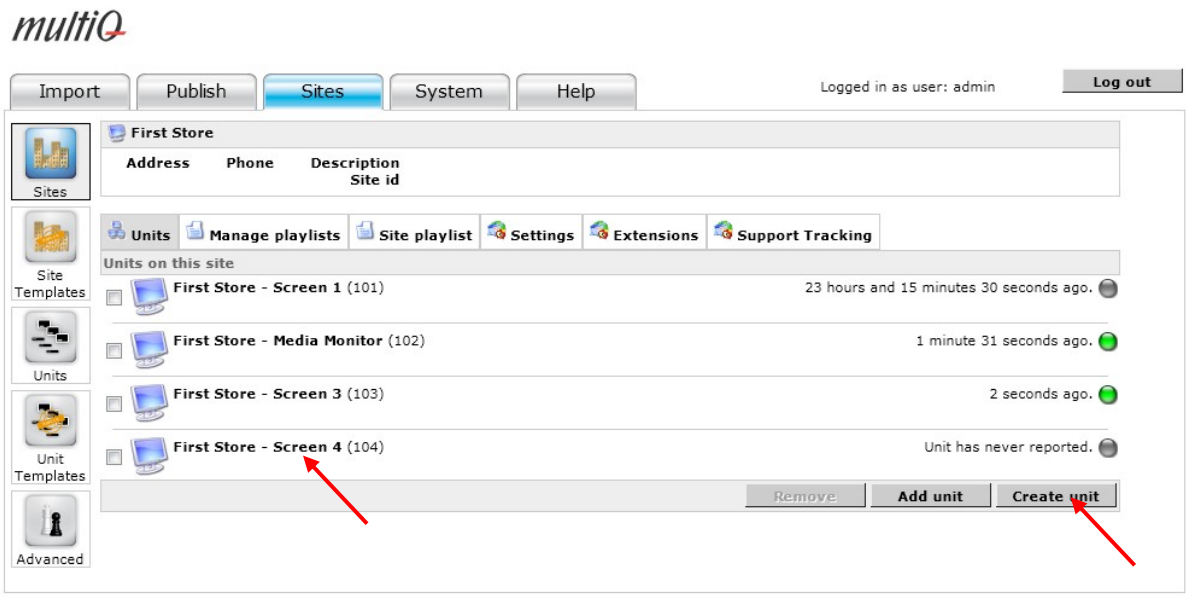

Figure 3. In the Sites tab, Sites menu click "Create unit" inside a site (that you have previously created).

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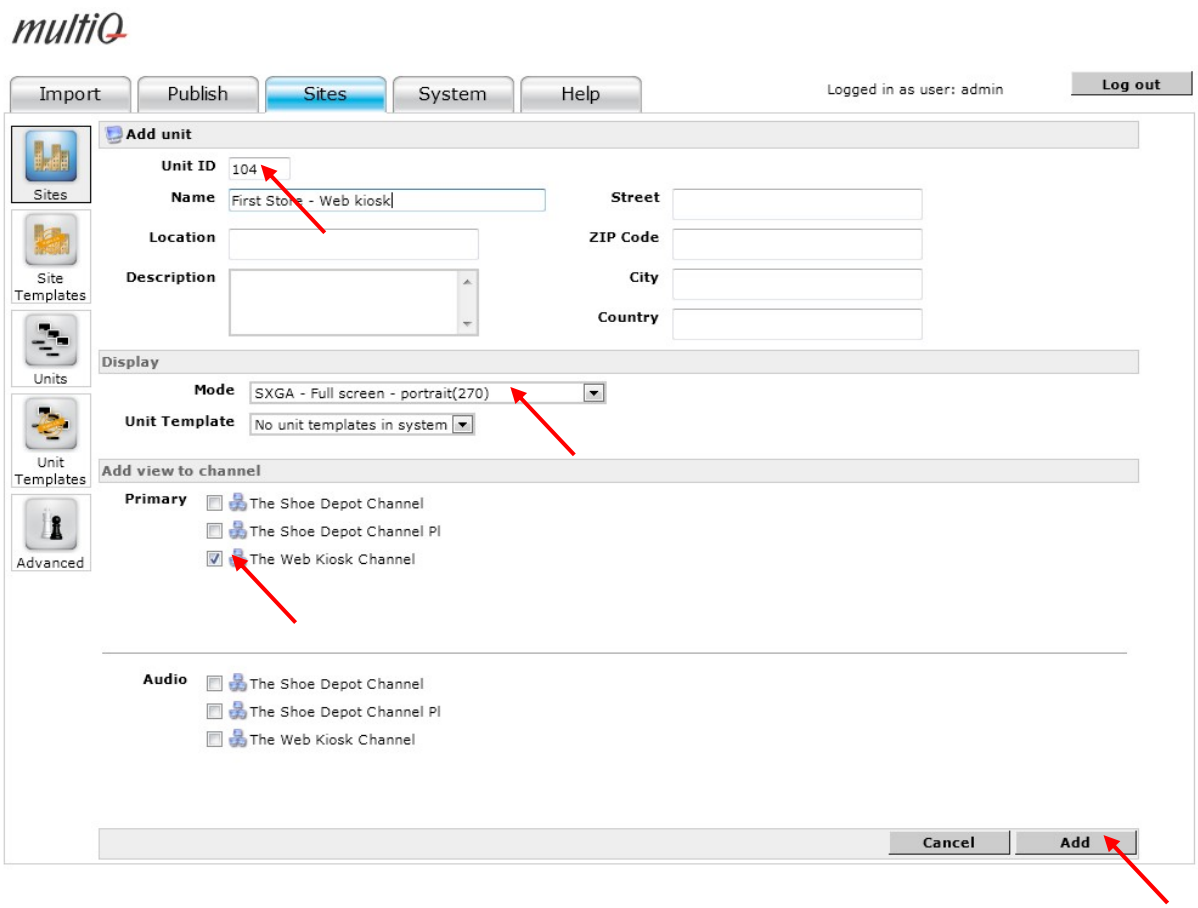

Figure 4. When creating the unit, select the "SXGA-Full screen – portrait (270)" video mode. Then tick the box besides "The Web Kiosk Channel" to connect the channel with the link to your web site to the media monitor. Don't forget to click the "Add" button at bottom right when you are done.

To use a mouse as pointing device we need to activate the visible mouse pointer. This is done by ticking the "Display mouse pointer" box in the "Settings" tab of the unit.

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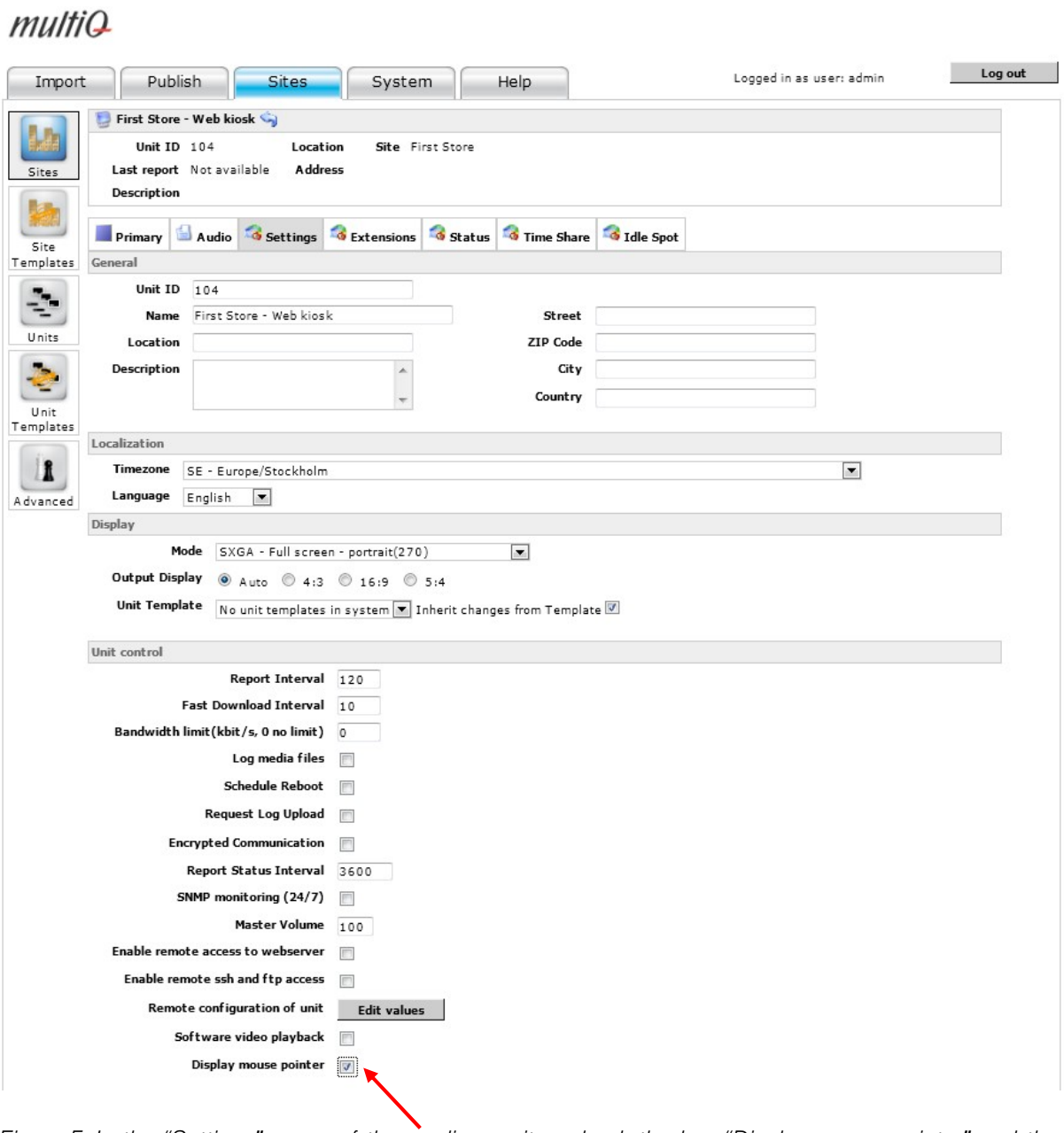

Figure 5. In the "Settings" menu of the media monitor, check the box "Display mouse pointer" and then click the "Save" button at the bottom of the page.

3.1 Media monitor installation

A media monitor is configured very much in the same way as a separate media player as discussed in part 1 of the MultiQ Digital Signage Creation Quick Guide (section 5). By pressing the "Ctl + Alt+ c" keys on the keyboard you get to the setup menu of the media monitor.

First select the orientation of the screen and the language of your keyboard. Then you will either get directly to the configuration menu (if the unit is in factory state) or you will be prompted for a user name (default is "installer") and a password (default is "pass").

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The in addition to the media player id the remaining media monitor configuration details are to be found in “Settings” menu of the “System” tab of the management system.

If your website uses “Flash” you need to install the Flash player when configuring the media monitor. The installation is done by selecting the “Plugins” button of the configuration menu. Then follow the instructions.

The web kiosk is now ready for operation and is manoeuvred as any website with the mouse and the keyboard. Even password protected web sites can be used and the website will display beautifully in the portrait format offering less scrolling than on a conventional PC screen in landscape orientation.

MultiQ can provide floor stands as well as table- and wall mounts. The stands can be customized in colour to fit the profile of your location.

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4 Information kiosks

Information kiosks with touch panels are ideal when you wish to convey information in an impressive way to the customers. The kiosk contains dashboards with buttons that are optimized for touch panel manoeuvring. Most content is downloaded in advance for rapid access but can be combined with online content if so desired. Information kiosks are very well adapted to show video clips and providing other high resolution content. An information kiosk may consist of one or more monitors where a button on one touch monitor may initiate content to be played on a second monitor and so on.

As a summary you can say that an information kiosk is designed to work with primarily downloaded content and to be manoeuvred using a touch panel.

The basic idea is to use a 19" touch panel media monitor that has a built-in media player. The screen of the media monitor is split in two parts. In the upper part we can play HD video clips (the area is 1280x720 pixels, corresponding to the 720p format), show images or even display web pages. In the lower part of the screen there is a dashboard with buttons. By pressing the buttons the customer can choose between different options to find more details on specific products.

The media monitor to be used as information kiosk is installed very much the same way as the web kiosk described in the previous section. However at first start up the touch panel need to be calibrated. This is done by pressing anywhere on the screen while the multi-colour test pattern is shown and then by following the instructions. Another difference is that the mouse pointer should be left invisible since it has no meaning in touch manoeuvred applications.

Much content previously created for in-store TV digital signage can be reused in information kiosks. Here we will take a closer look at how this can be done.

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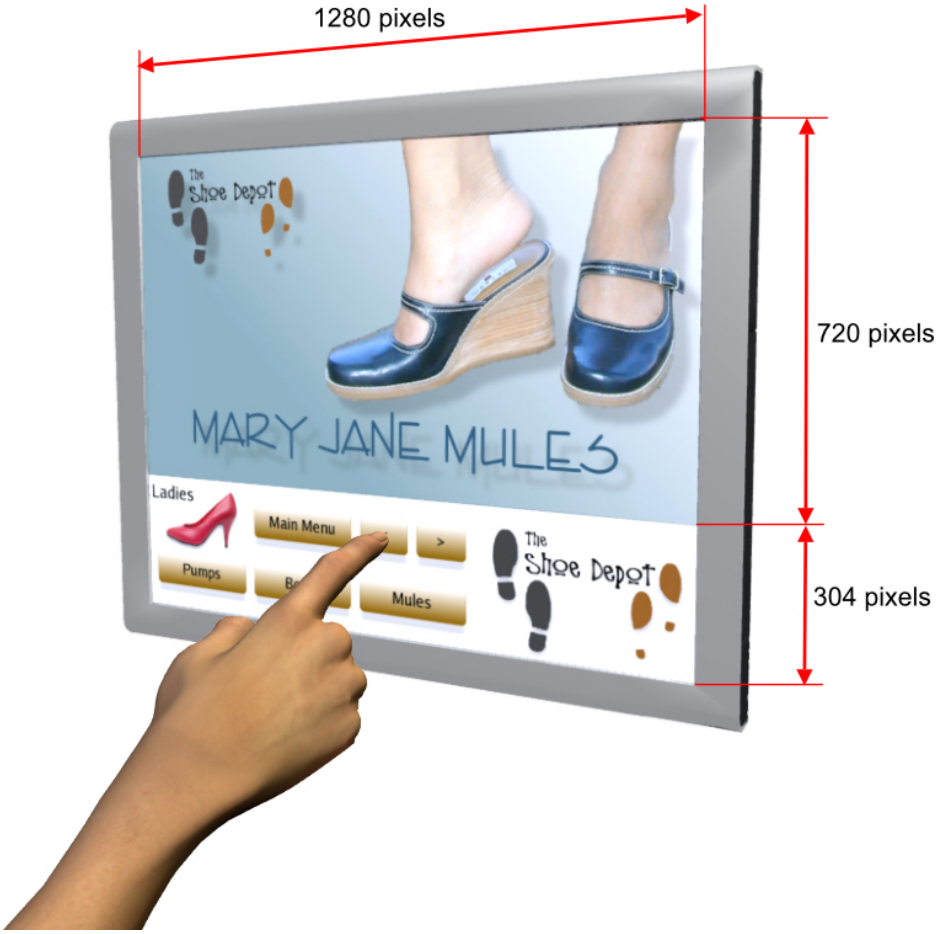

Figure 6. An info kiosk is designed to be manoeuvred using a touch panel. Content can be video clips, images and web pages that are downloaded in advance to the media monitor. However, also online content can be used. In this example the top part of the screen is used to show video clips and images while the bottom part is a website used as a dashboard to control what is shown on the rest of the screen. The upper part is 1280x720 pixels (in consistence with the 720p format).

4.1 Some basic principles for successful creation of touch panel applications

To be successful with touch panel kiosks there are a few things to think about when creating the application.

In the public environments, people tend to have much less patience than when sitting at home or in the office surfing the web. Therefore the buttons must react instantly and there must be a quick response from the button when pressed.

It is essential to note that the human behaviour is slightly different when handling touch panel controls than when using a mouse. Mouse manoeuvring is based on the command being sent when the mouse button is released rather than when the mouse button is pressed down. Mouse users are very used to the “action on release” behaviour and do not think about this.

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However, when it comes to touch panels, people tend to regard on screen buttons more like physical buttons, expecting things to happen when the buttons are pressed down rather than on release. For this reason, buttons that react on release give a very slow impression. The basic problem is the traditional web page design based on the "mouse button on release" concept. Therefore we need to take actions to make the buttons react on "Button down" rather than on "On release".

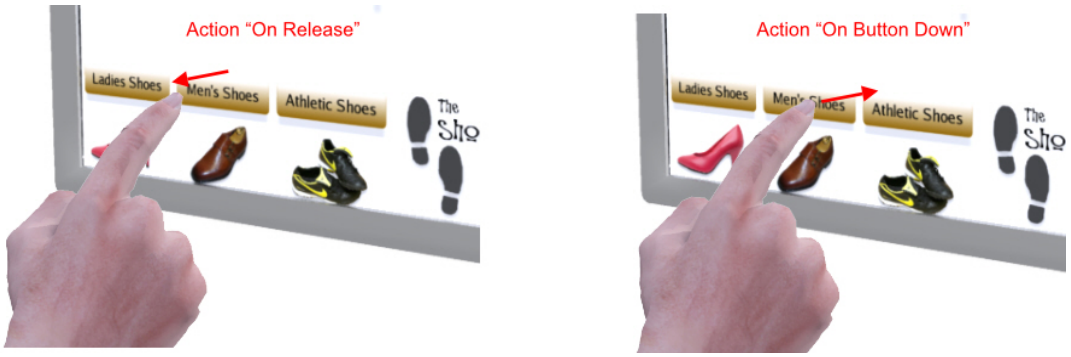

Figure 7. The web pages used as dashboards should be designed to get the buttons to react on "button down" rather than on release.

Buttons that react on "button down" give a much quicker response than a button reacting "On release". However it could still take some time for the kiosk to react, to start a video or even to fetch content from the Internet. To avoid the user from pressing the button twice, it is practical to let the button change colour or shape when it is pressed. This gives a quick confirmation that the command has been taken. A way to further increase this confirmation is to add a sound effect when the button is pressed.

The impression of a touch panel application is very much connected to psychological factors such as quick response and confirmation that the button is pushed. When you want the user to start a video clip by pressing a button you should avoid colour fade in effects that takes time that you maybe would have used in digital signage application. Here a quick and immediate start of the video clip it the preferable solution.

Figure 8. A way to further improve the impression is to let the button change appearance as it is pressed. This can be further increased by adding a sound effect.

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4.2 To create informative content suitable for kiosks

Conventional digital sigs only contain brief messages to catch people's attention. However, when customers use kiosks they actively search for details on the products. We can use the original designs used for in-store TV. However we now need to add the details that the customers wish for.

The Shoe Depot
MARY JANE MULES
Mary's comfort clog 2:
Expect comfort with this clog. This women's casual slip-on wraps your feet in a soft leather upper and leather lining.
- Adjustable strap with hook-and-up closure
- Approx. 1 1/2" heel height
- Leather lining
- Leather upper
- Rubber sole
MARY JANE MULES

Figure 9. Based on the signs created for in-store TV we have rearranged the text and added some details.

A good way to start is to make a list of all features and details that are related to each product. The details should be organized in a uniform way and added to the product images.

Horizon Juliet Pump:
Gain instant elegance when you slip into the Horizon Juliet Pump, sure to become a goes-with-everything favorite style.
- Full grain leather or crocoprint leather upper
- Leather-covered, polyurethane cushioned footbed
- Rubber sole
- Stacked-look heel and covered platform

Figure 10. By adding an area containing details for a product you can easily adapt content to an information kiosk. If you want dynamic content (as to let the customer know whether the product is in stock or not) you can use web pages designed as above where the details are retrieved from web content already available on the net.

The images with product details can be organized into playlists that are played depending on what buttons on the screen are pushed. After having added the product details to the images they are organized into different playlists depending on kinds of shoes.

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Having the content organized into playlists means that the customer, on top of choosing playlist, also can move within a playlist to watch video clips, images or web pages that are related to that kind of product.

4.3 To split the screen into two parts

The first thing we need to do is to split the screen into two parts where the signs with details and the video clips are played in the upper area and the lower area is used for a dashboard containing the buttons used for navigation.

To create the new split video mode, go to the video mode editor by selecting the “Publish” tab and then clicking on the “Modes” icon to the left and finally by pressing the “Open mode editor” button.

In the mode editor press the “+Area” button and drag a 1280x720 pixel area across the top of the screen. Then click the same button once more and drag a1280x304 pixel area across the lower part of the screen. Finally name the video mode “Shoe Depot Info Kiosk” and save the mode using the save symbol on top second from the left.

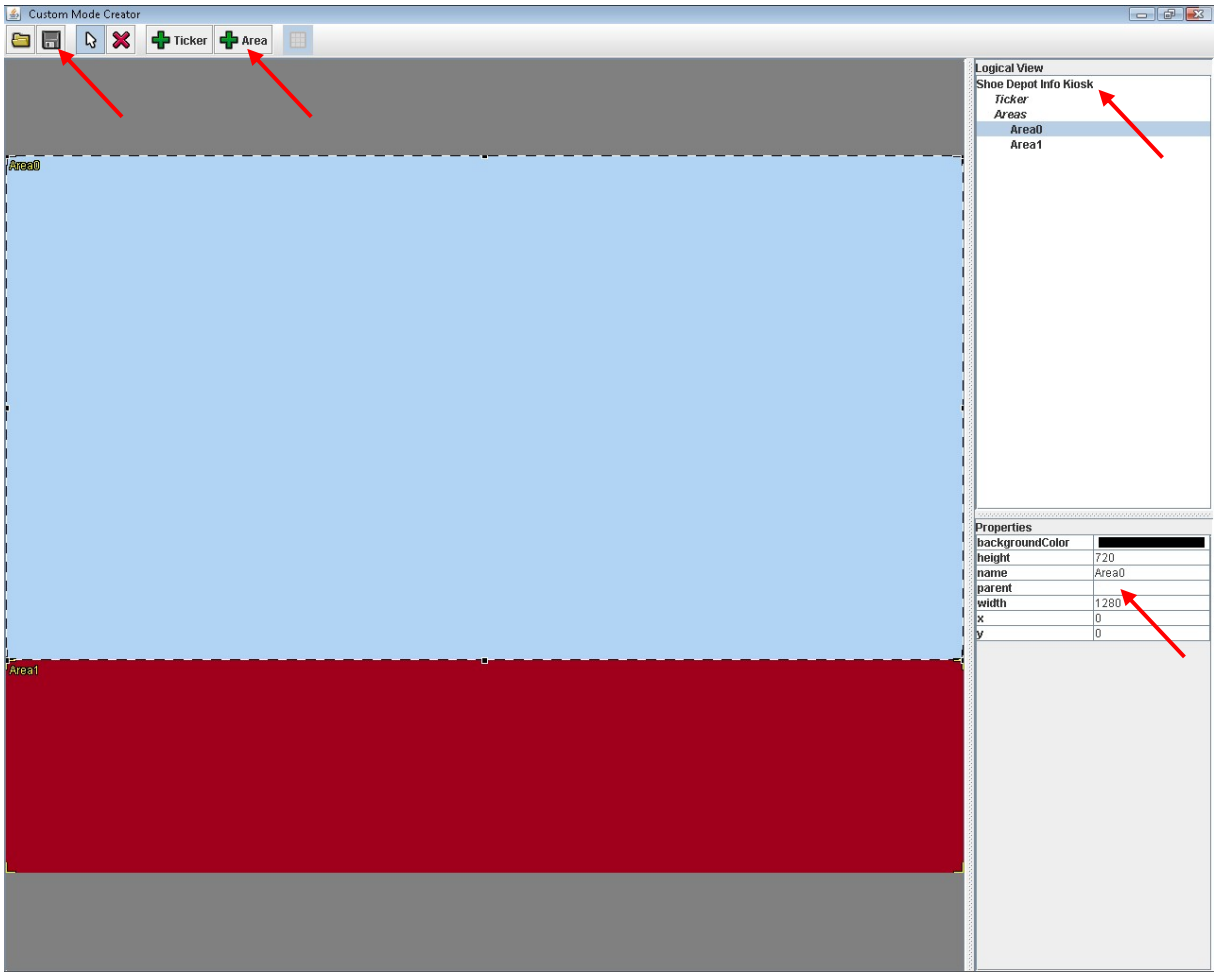

Figure 11. In the “video mode editor” the monitor screen can be divided into several parts. The area on top is “Area0” and the one at the bottom is “Area1”.

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To activate the video mode you choose the "Sites" tab and select the unit to be used. In the "Settings" tab of the unit and select the "(Custom) SXGA – Shoe Depot Info Kiosk" video mode and click "Save" at the bottom of the page. The media monitor will now reboot after which the screen will be divided in two parts with "Area0" on top and "Area1" at the bottom.

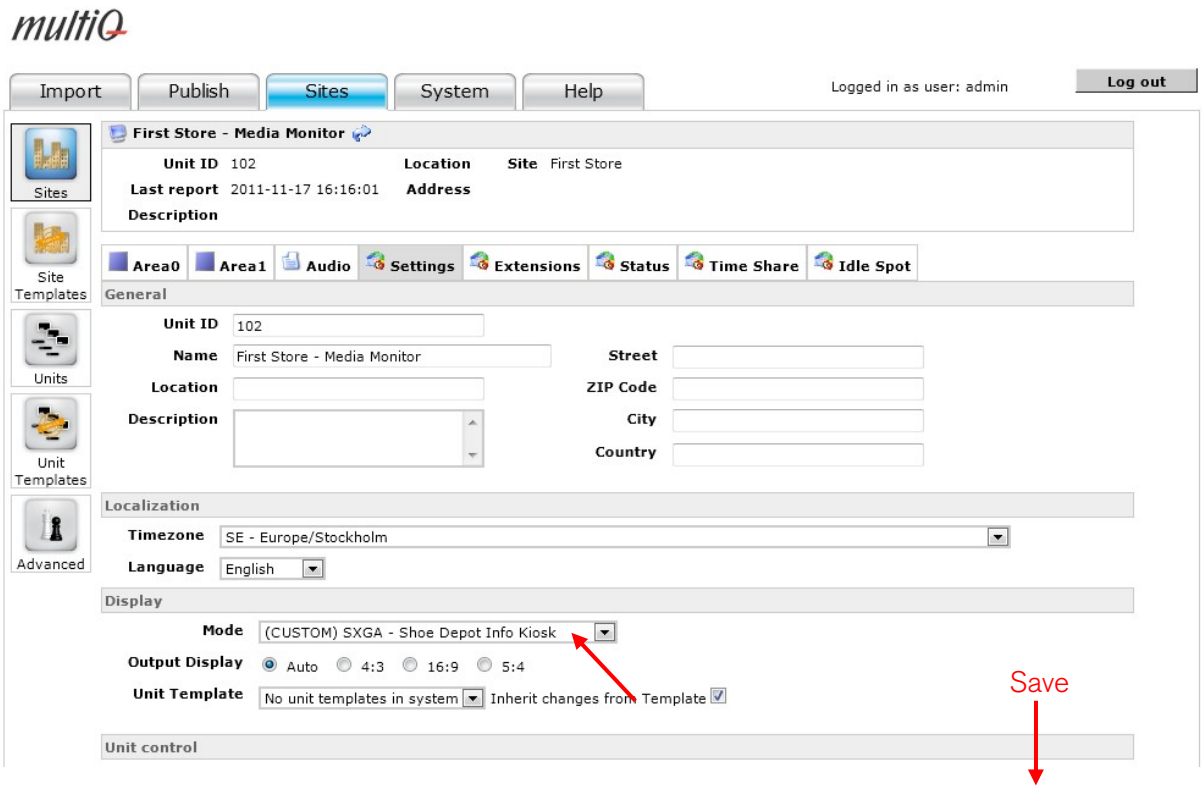

Figure 12. Select the "Sites" tab and look up the specific media monitor. Then choose the new custom video mode ((Custom) SXGA – Shoe Depot Info Kiosk) and click the "Save" button at the bottom of the page.

The "Shoe Depot Info Kiosk Channel"

In this case an information kiosk containing information on various kinds of shoes shall be designed. In the upper part of the screen the "Shoe Depot Info Kiosk Channel" is to be used. The channel contains a number of playlists that can be addressed by the customer by pressing buttons on the screen. The playlist on top is the one that will be played automatically when nobody has touched the kiosk for a while. Here we have chosen to rename this playlist to "index". The reason for doing this is that things become simpler when using the manual method to create the dashboard (which is described in section 4.6).

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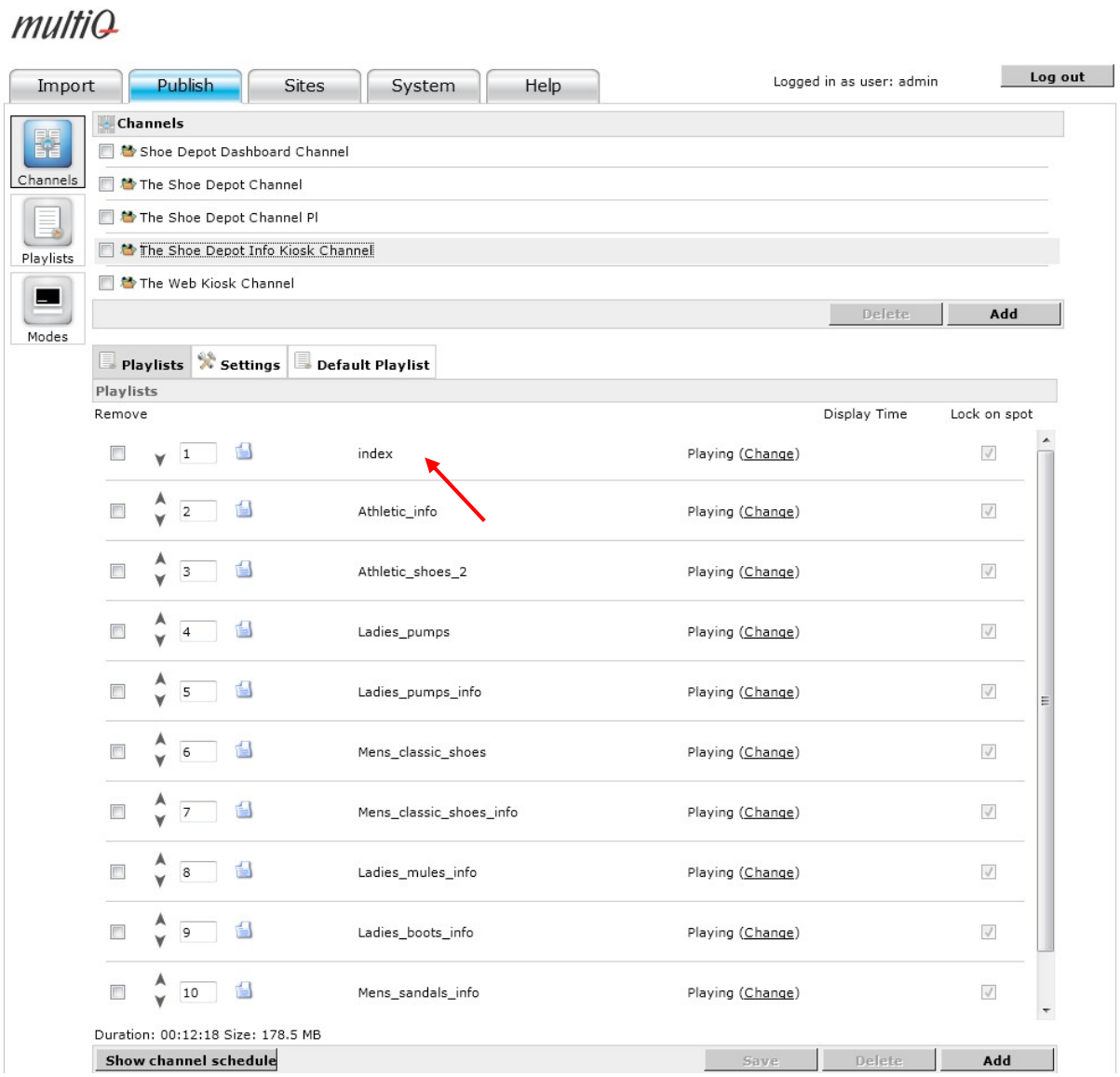

Figure 13. The "Shoe Depot Info Kiosk Channel" contains a number of playlists that can be addressed by pressing buttons on the screen. If no buttons have been pressed for a certain amount of time the information kiosk will play a default playlist ("index"). The playlists including the product images including the product details have the extension _info to their names.

Note!

by using underscore "_" instead of spaces between the words in the names of the playlists, it will be easier to address the playlists when designing the dashboards holding the buttons.

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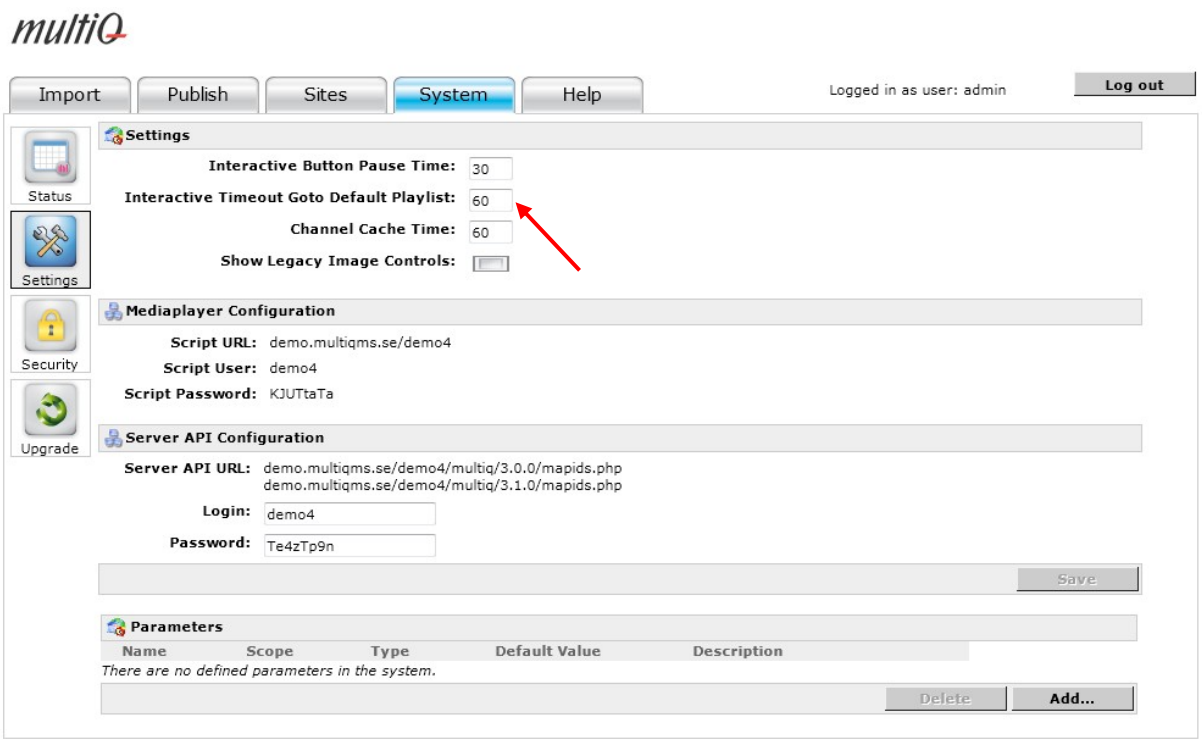

Figure 14. In the "Settings" menu of the "System" tab it is possible to set the time interval after which the media monitor will revert back to the default playlist (the playlist on top in the channel).

4.4 The dashboard

At the bottom of the screen there should be a dashboard with buttons allowing the customer to select what video clips and images to watch. This way the customer can find the information asked for.

If no one is touching the screen there is a default playlist including an animated logo and some shoe images with transitions. You can say that in this mode the media monitor provides conventional digital signage. There are means in the system to allow for scheduled default playlists to use different messages at different times.

Below the upper image and video area there is a dashboard. This dashboard is a web site. By default the main "index" page is shown where there is a possibility to choose between Ladies shoes, men's shoes and athletic shoes.

When a button is pressed the menu is replaced with a sub menu and a video clip associated with the sub menu content is played.

For the ladies and men's shoes there are three choices of kinds of shoes. Each sub menu also has buttons to move forward ">" and backward "<" between different shoe models contained in the currently selected playlist. For the athletic shoes there is no further choice but to move in between the different athletic shoe models by pressing the move to next and move to previous buttons. The sub menus also have buttons to move back to the main menu (see figures 15 & 25).

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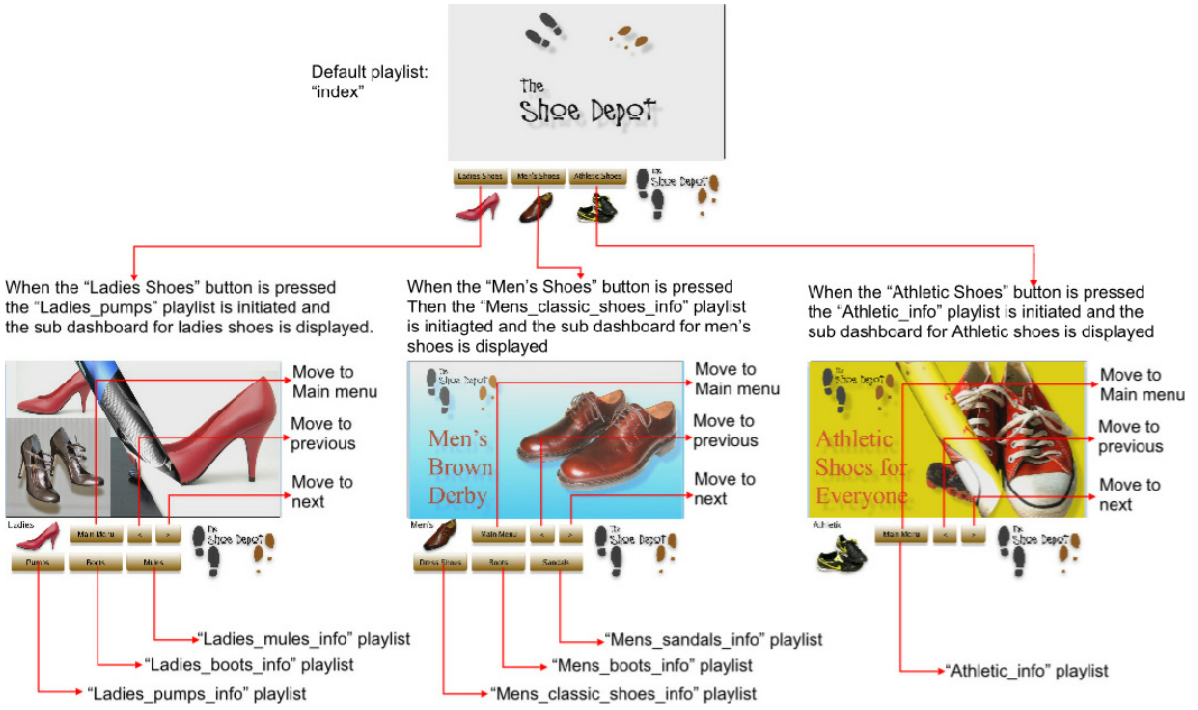

Figure 15. The Shoe Depot information terminal has buttons that addresses playlists. It is possible to move between different media spots in each playlist by pressing the ">" go to next and "<" go to previous buttons.

We will now take a closer look at two different ways to design the dashboard (or rather the dashboard web site containing the main dashboard and the three sub dashboards. In both cases the task is to create a three page web site that sends commands to the media monitor to play different playlists depending on what button is pressed. There should also be buttons to move forward and backward between the media spots in the playlist that is in use at the moment. When pressing the main dashboard buttons the men should be replaced by the proper sub menu and there should also be buttons to be able to return from the sub menus to the main menu.

In principle both solutions give similar results. Partly it is a matter of taste what solution to use. Some people like to have the complete arsenal of graphical tools offered by WYSIWYG software while others want complete control of the code. We will start off with the WYSIWYG alternative.

4.5 To set up your dashboard (using the Web Plus WYSIWYG web creation tool)

The dashboard is divided into two levels in a tree structure, quite similar to how a website is designed.

In this example the Serif Web Plus WYSIWYG tool has been used to build the dashboards. Those who prefer manual web development to complete the dashboard site should refer to section 4.6. Of course it is also possible to use other web development tools (more or less WYSIWYG). The reason for choosing Web Plus here is because it is extremely easy to handle for people not familiar to

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coding and because there is a wide range or graphical tools and effects that can be helpful at low cost.

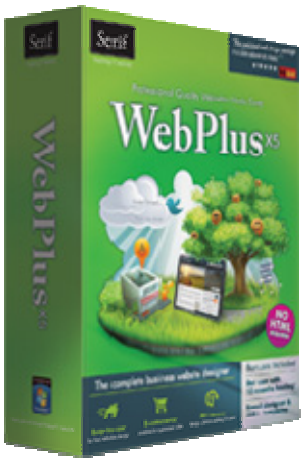

Figure 16. Serif Web Plus X5.

4.5.1 To create the dashboard

In the figure on the next page you can find most tools needed to work with Web Plus. For further details please see Web Plus help or user manual.

Start up Web Plus and start a new site.

Then go to File => Site Properties and select "Page" (default) and set up the dimensions of the dashboard (1280 x 304 pixels). You also need to change the dimensions of the "Home" index page that was created when you started up the site. Go to Edit => Page Properties and select "Appearance" and finally change the dimensions to 1280x304 pixels here as well. Save the site as "Shoe_Depot_Dashboard". We now have a dashboard that will fit in the lower part of the screen.

Now add three more web pages having the same size, 1280x304 pixels. Name them "Men's Shoes", "Ladies Shoes" and "Athletic Shoes" respectively. You can see the tree structure of the web site to the right of the screen.

4.5.2 To set up the main dashboard ("Home" or index page)

We start off with the main page or the index page.

Buttons:

The next step is to add elements to the page. In general it is best to start off with the buttons.

Start by adding one button using the "Add button tool" (see figure 17). Then edit the button using the "Button Design Editor" (see figure 18) that appears on the top menu as you select a button or as one alternative when you right click on the button.

Once you have made one button to your preference, just copy the button and make more. The label on the button is very easy to change just by right clicking on the button and then selecting the "Edit

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button" command. It is also in this menu (see figure 19) that you add the hyperlink and set the targets for the hyperlinks (discussed below). There is a number of pre-made button designs available that you can use if not interested in making your own button designs.

Framed documents:

Note that framed documents are the key to get the Web Plus application to work with the media monitors. On the index page a framed document is used to start the "index" playlist when the index dashboard is reloaded. If there is a hyperlink connected to a framed document on a web page, this hyperlink will be addressed as the page is loaded. This will happen when someone pushes the "Main menu" button on any of the other three web pages. In this case the framed document includes the hyperlink to start the "index" playlist.

When using framed documents it is essential to use a transparent background and to disable the border to keep the framed documents invisible. An alternative way to make framed documents invisible is to hide then behind images used on the dashboard.

http://127.0.0.1/multiq/mapids.php?function=goto_playlist_name&area_name=Area0&playlist_name=index

This hyperlink sends a command to the media monitor to start the "index" playlist in Area0. You can use this kind of command to start any playlist by modifying the area- and the playlist names (that are marked in red in the figures)

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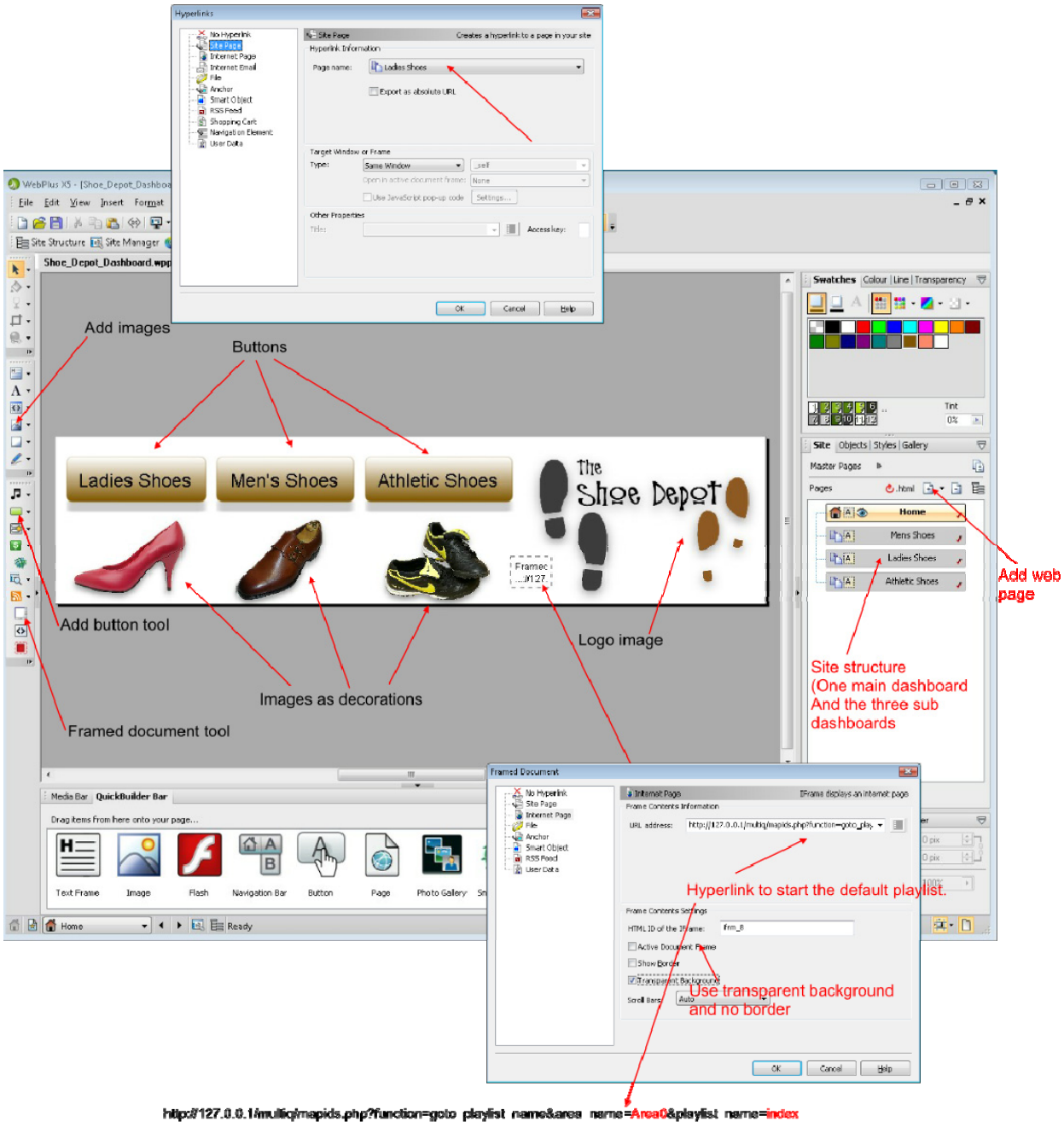

Figure 17. Start by adding the buttons and the hyperlinks to the button (right click on the buttons and select "hyperlink" in the menu). The hyperlinks initiated by the buttons on the "home" index page only lead to the three other dashboard pages of the site. Here the "target" of the hyperlink is the "Same Window" because we want the main menu to be replaced by a sub menu when the buttons are pushed. Add images (including the logo) and finally add a framed document with the above hyperlink that starts the "index" playlist. The framed document will automatically send the hyperlink added when the index page is reloaded.

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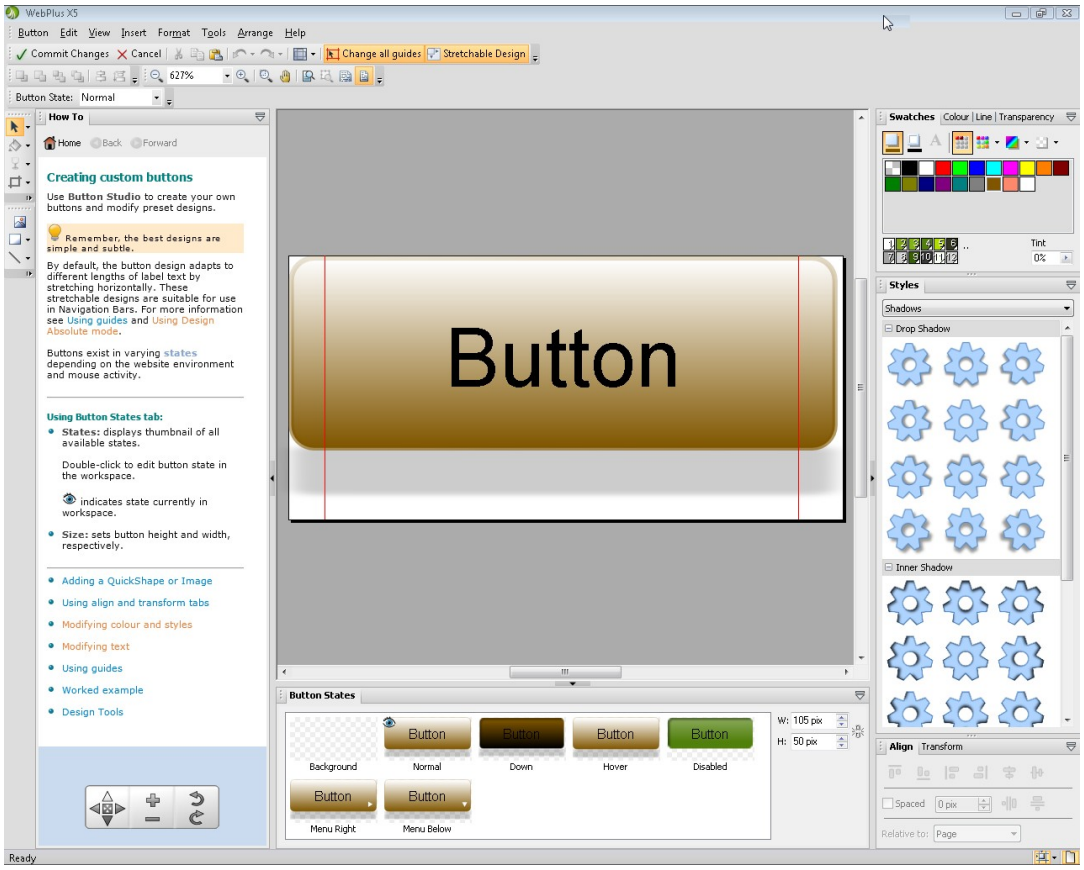

Figure 18. In the "Button" design editor you can design your own buttons or use an already existing design. For best results when using the buttons on a touch panel you are recommended to make the "Normal" and the "Hover" states look the same.

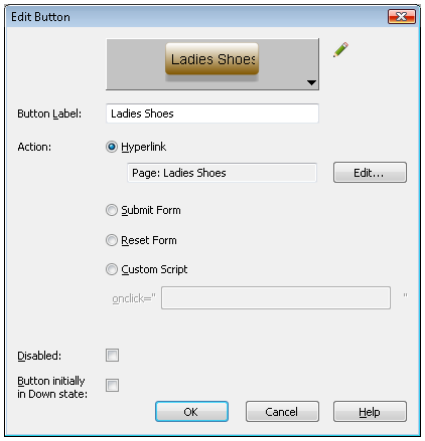

Figure 19. The "Edit button" menu.

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Images:

The logo as well as the shoes is images that have been produces previously. It is very handy to use transparent PNG images because then you can use interesting shadow effects that are available in the "Styles" tab to the right of the screen. This also gives you the freedom to choose whatever color you like for the background independently of the background used in the images that are put on top.

4.5.3 To set up the sub dashboard web pages

More on hyperlinks to control the playlists:

We have already used a hyperlink to start the "index" playlist when the main menu "index" dashboard is loaded. However on the other three web pages we will need to send hyperlinks directly from the buttons to start playlists. When sending a hyperlink from a button to the media monitor web browser there will be a response generated that needs to be taken care of. In conventional web applications the answer is a web page that is to replace the current web page or to be opened in a new window. In the dashboard, however we are not interested in the response but we only want to send the command to the media monitor. We do not want the response to replace our dashboard which would make the dashboard disappear and be replaced by an empty white page. Therefore to take care of the response, we set a document frame as a target. The document frame is an invisible area on the dashboard and landing the returned web page here will not affect the dashboard itself. For this reason, a document frame with no hyperlink is added to the dashboard and when setting the hyperlinks of each of the buttons, the document frame is set as target. To make the document frame invisible, no borders should be chosen and the background shall be chosen to be transparent.

Also there is a second framed document on each sub menu that is used initiate playlists in Area0 as each of the sub dashboards are loaded respectively. So, the framed documents are used for two completely separate purposes.

Only three kinds of hyperlinks are needed to control the content of the info kiosk. These are listed below:

Go to playlist:

The go to playlist hyperlink contains two parameters, the area name and the playlist name. In this case the area name is always "Area0" (set when creating the video mode). The playlist name is therefore the only thing that is varying between the buttons.

http://127.0.0.1/multiq/mapids.php?function=goto_playlist_name&area_name=Area0&playlist_name=Ladies_pumps_info

Go to next spot:

This command makes the media monitor move to the next spot in the current playlist.

http://127.0.0.1/multiq/mapids.php?function=next&area_name=Area0

Go to previous spot:

This command makes the media monitor move to the previous spot in the current playlist.

http://127.0.0.1/multiq/mapids.php?function=previous&area_name=Area0

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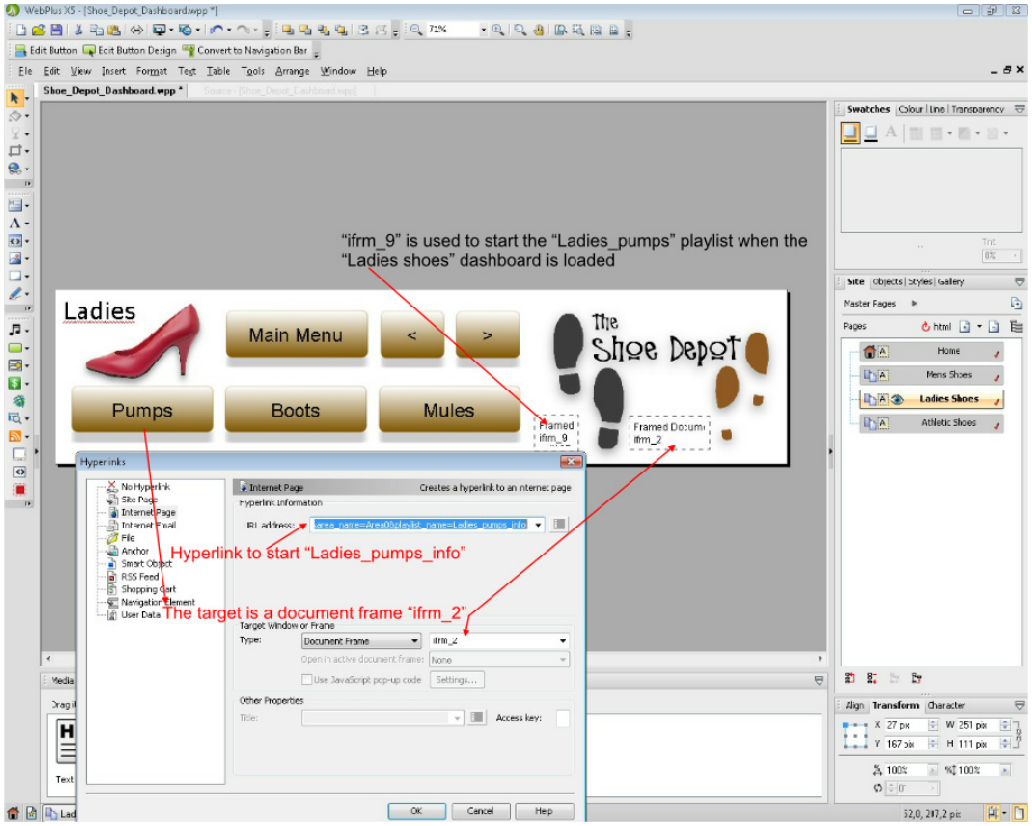

Figure 20. On each of the sub dashboards there are buttons with hyperlinks that initiate playlists. These hyperlinks will return responses that need to be sent to a document frame in order not to replace the dashboard itself. In this case "ifrm_2" is used as target for these responses. The second document frame "ifrm_9" is used to start the "Ladies_pumps" playlist when the "ladies Shoes dashboard is loaded.

Once you have completed the dashboard website the next step is to publish the site to a folder on your computer.

To do so, select "File" => "Publish Site" => "Publish to Disk Folder". Create and select a folder named "Shoe_Depot_Dashboard". You will now have your dashboard web site in a separate folder.

4.5.4 To get the buttons to react on "button down" rather than on release

As discussed before it is essential that the buttons take action when they are pressed and not on release. Standard web development tools do not take this into account. However, by making two simple additions to the dashboard website just created we can change this.

To get the buttons, and all other hot spots can controls that are available in Web Plus you need to add the script "mqdsfix.js" to the dashboard website folder that you have just published to a folder on your computer. This script can be downloaded from the Multiq website.

The script changes all commands created within Web Plus to be activated on mouse down rather than on release. The procedure described here should work with most web development tools. So Web Plus is just used as an example.

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In reality you do not have to think about the content of the “mqdsfix.js script”. Just add it to your dashboard site folder.

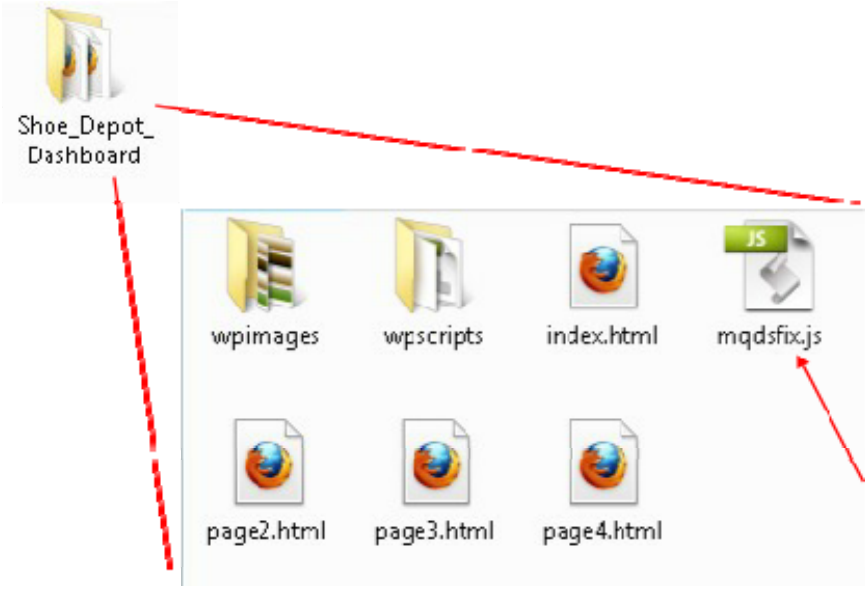

Figure 21. Add the “mqdsfix.js” script file to the “Shoe_Depot_Dashboard” folder.

To activate the script in your dashboard website you need to add the following line to the header section of each of the web pages (dashboard and sub dashboards):

<script src="mqdsfix.js"></script>

To add the line to each of your dashboard web pages you right click on each of the web pages and select the “Attach HTML” command. Once you have added the line to a page from within Web Plus it becomes a part of the project file and will stay there even though you edit the content of that page. After adding the line to each of the pages, publish the site to the local folder on your computer once more.

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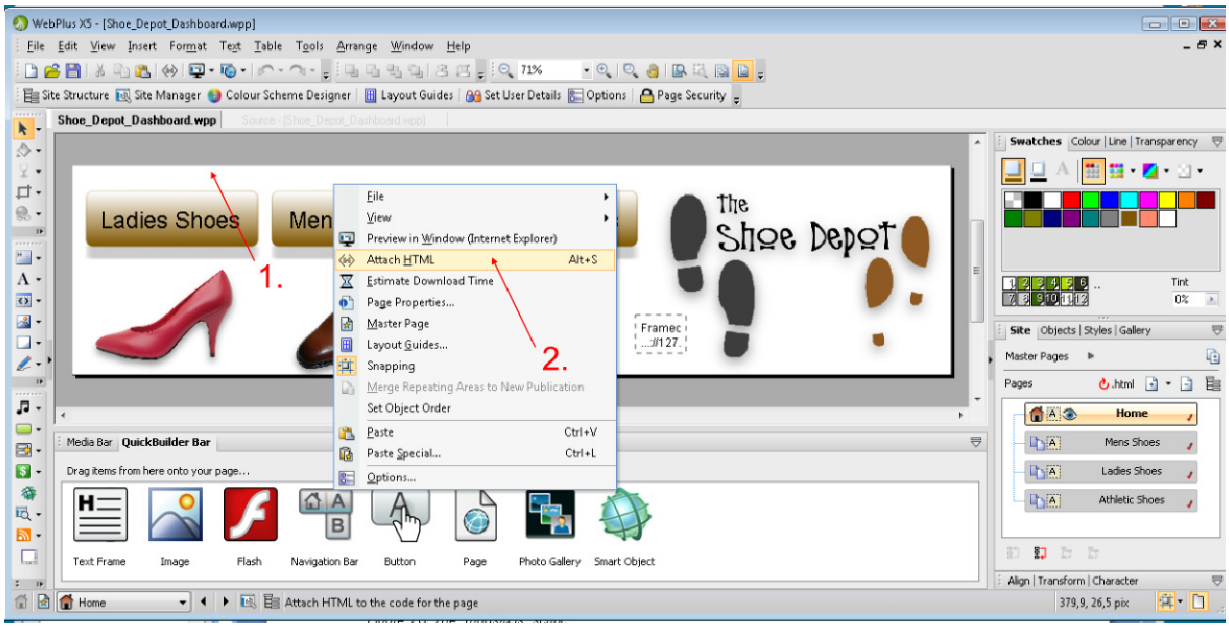

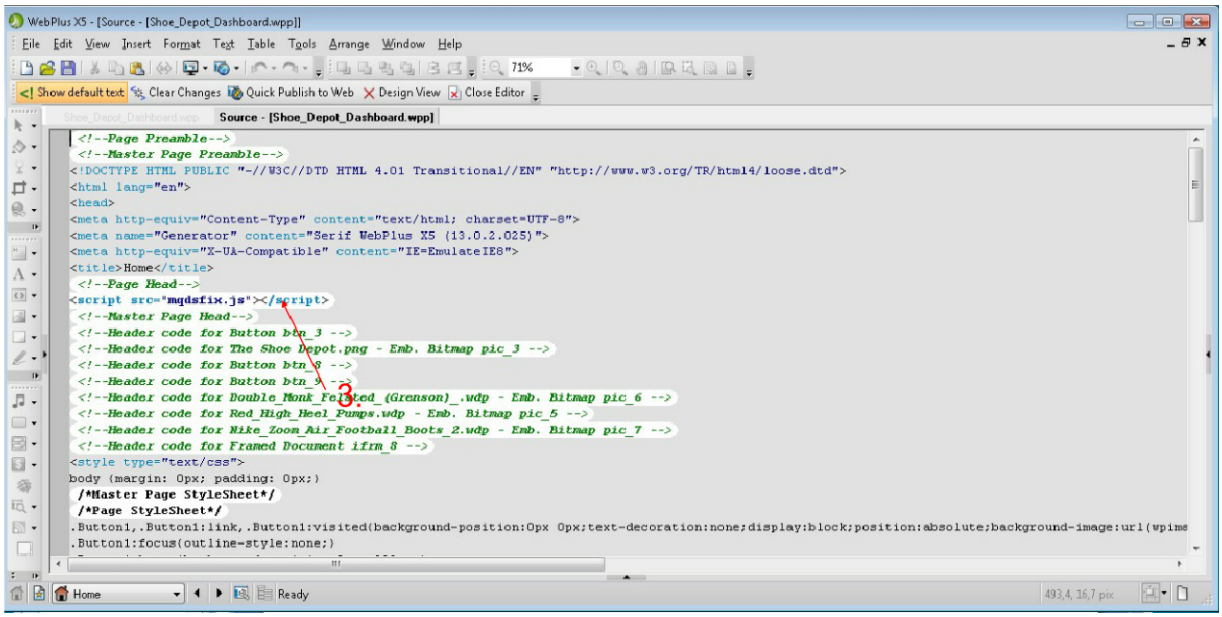

Figure 22. Right click on the background area of each web page and select "Attach HTML". Then add the "<script src="mqdsfix.js"></script>" line in the "Page Head" section of the page code.

Once your dashboard is completed and you have added the "mqdsfix.js" script with the references on the web pages as described in the previous section, you are ready to use the dashboard on the media monitor. Now go to section 4.7 to see how to publish the dashboard web site to the system. Note that the commands intended for the media monitor will not work if you try to run the website on your computer.

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4.6 To set up your dashboard using the manual “text editor” method

Some people prefer to code web pages manually rather than using WYSIWYG tools. Here is an alternative way to build the above dashboard using the traditional notepad method. The basic principles of sending hyperlinks containing commands to the media monitor web browser are the same as in the above example. However things are somewhat differently organized in the dashboards themselves compared to the WYSIWYG alternative.

The method is based on using a background images having the same size as the dashboard 1280x304 pixels. The background images include the decorations such as the logo and the shoes.

On top of the background image there are PNG format images representing the buttons. Two images are required for each button. One image represents the button in its up (not-pushed) state and the other in its down (pressed) state. Therefore we first need to create the background images and the button images.

We want to create a website similar to the one above. Therefore we use a similar design. To set up the web page we need to know where to put the buttons. Once you have drawn the look of the dashboards you can use any photo editing software or Draw Plus to decide the coordinates of the upper left corners of each button in relation to the upper left corner of each web page.

As shown in the next figure there are two sizes of buttons 250x80 pixels and 110x80 pixels. In this case the buttons in the upper states were created in Draw Plus. Then all buttons where copied to the same document and the copy of the buttons was altered using a filter to form the buttons in the “down” state. The last stage was to export each button individually into separate image files.

You can use the example web site to build your own dashboard websites.

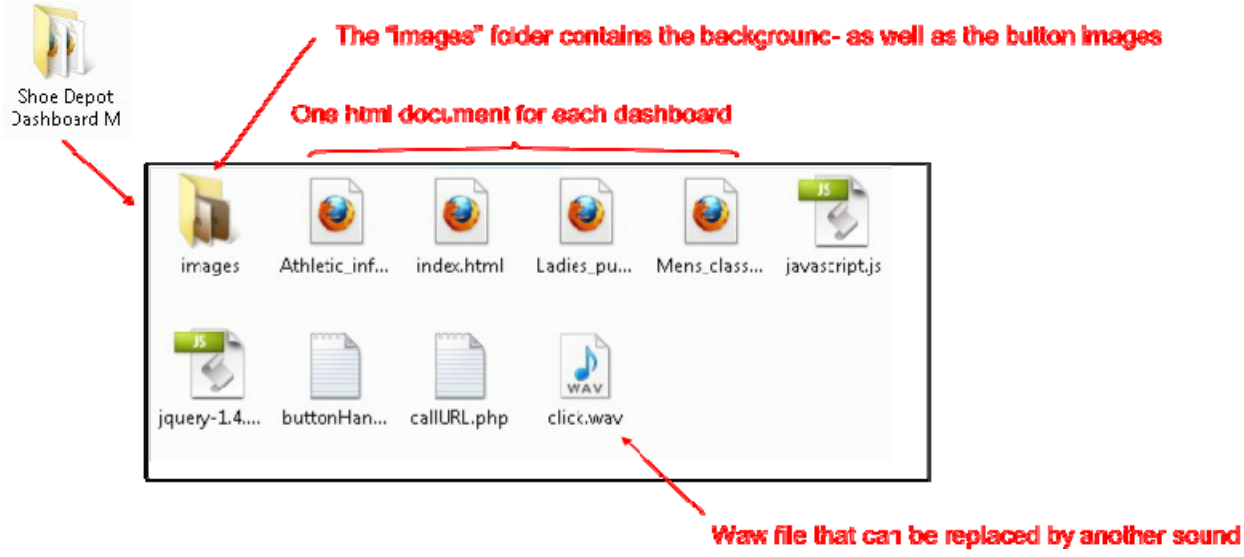

Figure 23. The website includes a number of files such as two PHP scripts and the jquery library along with a java script that you never need to touch. The click.wav file can be replaced by another sound. Focus is on how to modify the html pages. The buttons will take action on “button down” which is the correct approach when it comes to touch panel applications.

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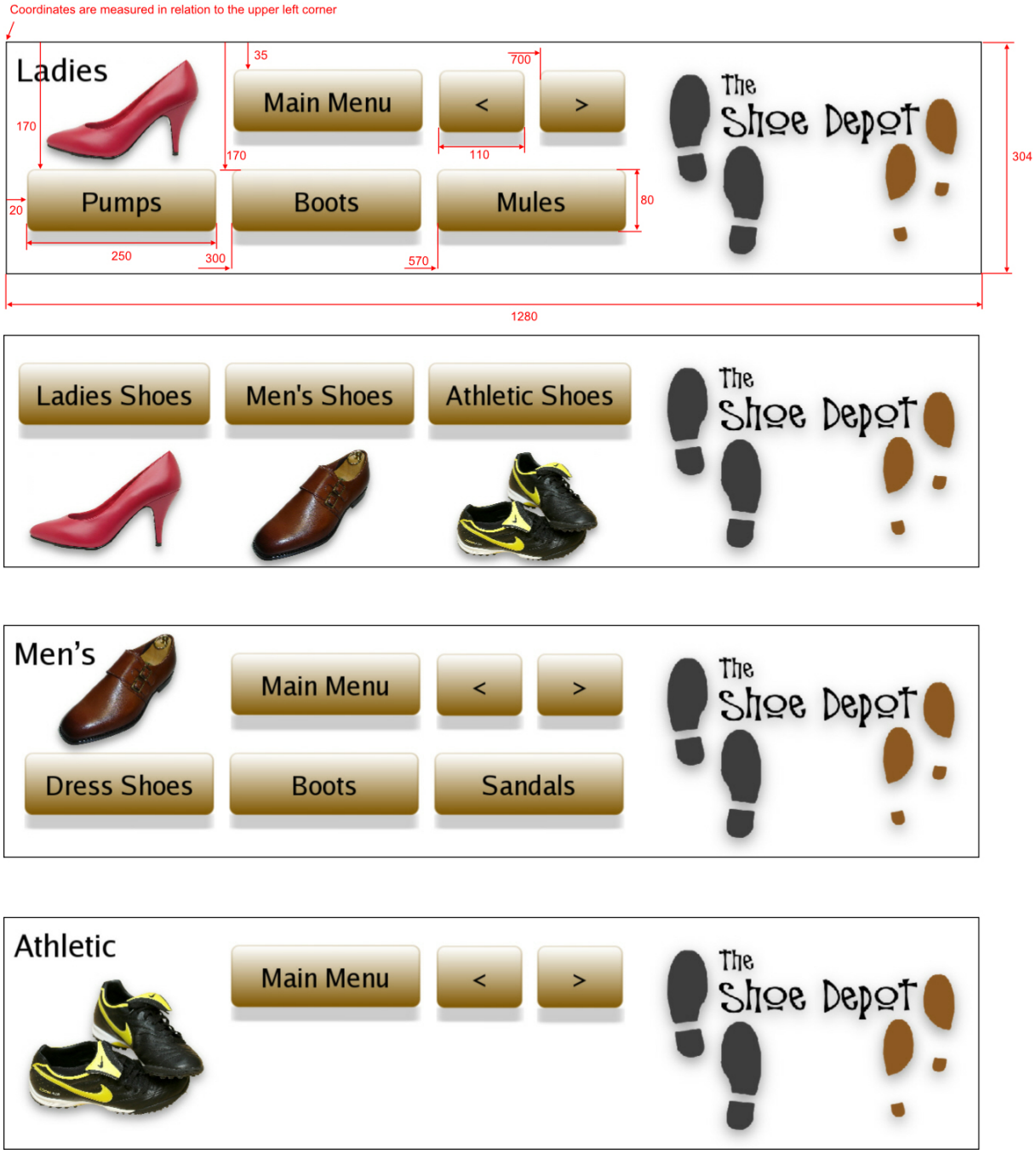

Figure 24. It is wise to start the project by designing the dashboards in drawing software. When using "Web Plus", the software acts as a drawing a well as a web development tool. Here we need to use a separate drawing program and then we build the code separately.

First we create the background images. All button images must be in the PNG format to work with the java scripts used in this solution. The reason for this is that we want to be able to use transparent graphics which will allow for buttons having rounded edges.

The button images representing the "down" stat have the same name as the corresponding image representing the normal "up" state except from the names being extended with "_inv".

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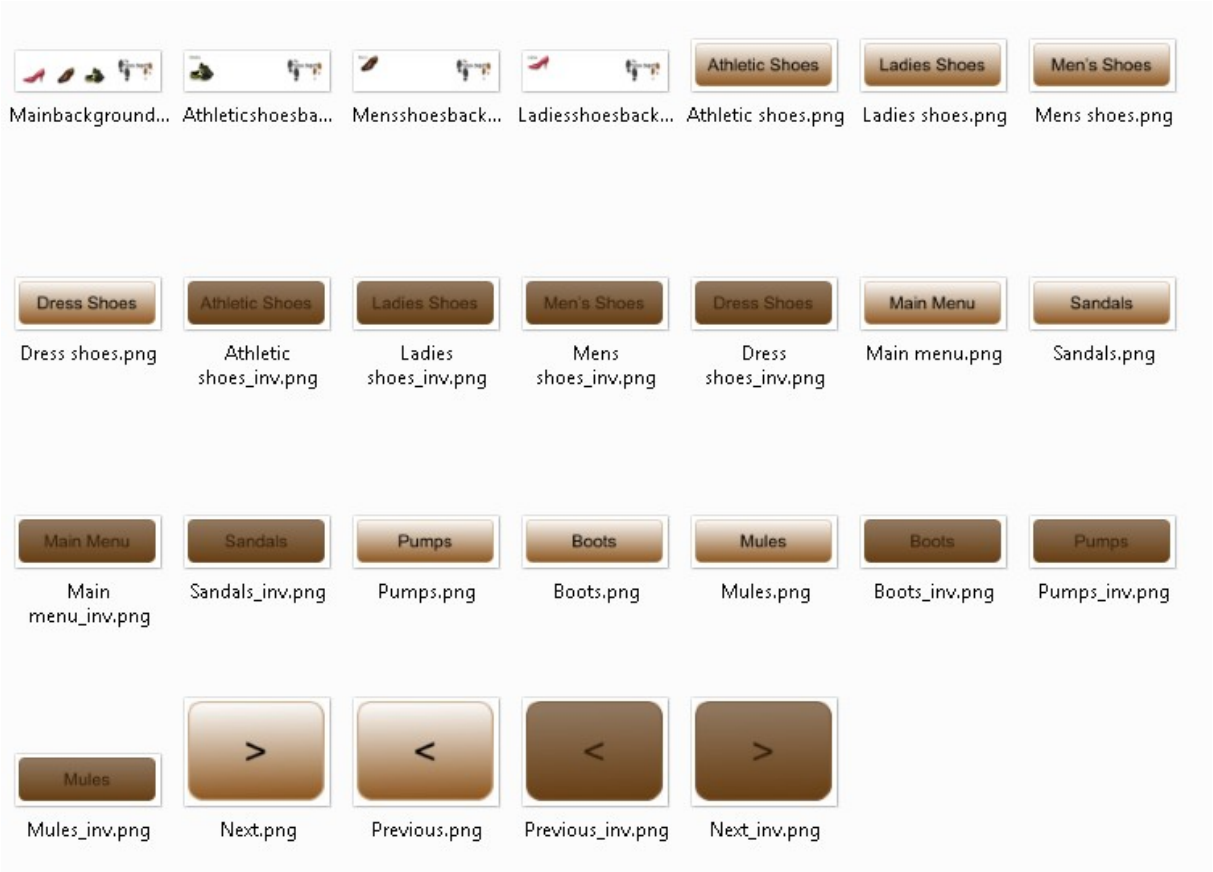

Figure 25. The images that are needed to create the dashboards, the background images and the button images representing the "normal" state and the "pressed" button down states.

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The HTML pages:

First we will take a look at the index.html file.

```
<html>
   <head>
      <style>
         body {
            background: url("images/Mainbackground.png");
            background-repeat: no-repeat;
            margin: 0;
            -moz-user-select:none;
         }

         img {
            position: fixed;
         }
      </style>

</head>

   <script type="text/javascript" src="jquery-1.4.4.min.js"></script>
   <script type="text/javascript" src="javascript.js"></script>

   <body>
<audio id="audiotag" src="click.wav" preload="auto" ></audio>


      <img id="Menu_Ladies_pumps"   style="top:35px; left: 20px;" src="images/Ladies shoes.png" />
      <img id="Menu_Mens_classic_shoes"  style="top:35px; left: 300px;" src="images/Mens shoes.png" />
      <img id="Menu_Athletic_info"  style="top:35px; left: 570px;" src="images/Athletic shoes.png" />

   </body>
</html>
```

Figure 26. The "index.html" code. On top the background image is defined. Then there is an "id" for each button followed by the position of the top left corner of each button in relation to the upper left corner of the web page. Finally there is a reference to what image (in the "images" folder) should be used for the button. By adding "Menu_" at the beginning of the id, this indicate that when the button is pressed the playlist mentioned in the remaining part of the id should be played and the dashboard having the same name should replace the existing one.

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Example:

Means that the playlist “Ladies_pumps” will start playing and the “Ladies_pumps.html” dashboard will replace the “index.html” dashboard, when the button represented by the “ladies shoes.png” image file is pressed.

We will also take a closer look at the “Ladies_pumps.html” file.

```
<html>
   <head>
      <style>
         body {
            background: url("images/Ladiesshoesbackground.png");
            background-repeat: no-repeat;
            margin: 0;
            -moz-user-select:none;
         }

         img {
            position: fixed;
         }
      </style>

</head>

   <script type="text/javascript" src="jquery-1.4.4.min.js"></script>
   <script type="text/javascript" src="javascript.js"></script>

   <body>
<audio id="audiotag" src="click.wav" preload="auto" ></audio>


      <img id="Ladies_pumps_info"  style="top:170px; left: 20px;" src="images/Pumps.png"
/>
      <img id="Ladies_boots_info"  style="top:170px; left: 300px;" src="images/Boots.png" />
      <img id="Ladies_mules_info"  style="top:170px; left: 570px;" src="images/Mules.png" />
      <img id="Menu_index"  style="top:35px; left: 300px;" src="images/Main menu.png" />

      <img id="Previous" style="top:35px; left: 570px;" src="images/Previous.png" />
      <img id="Next"  style="top:35px; left: 700px;" src="images/Next.png" />
   </body>
</html>
```

Figure 27. The “Ladies_pumps.html” code. Here are three examples where the “Menu_” prefix is not used. In these cases it is just the playlists having the same names as the id that starts to play. Also there are “Previous” and “Next” buttons that make the media monitor to move to the next or the previous media spot.

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Example:

This line will just make the ”Ladies_pumps_info” playlist start playing and the dashboard remains unaffected when pressing the button represented by the “Pumps.png” image file.

Note that the line with id=”Menu_index” will make the main menu dashboard load and the “index” playlist to start playing. This was the reason for naming the default playlist “index”.

To work with the code it is recommended that you use a good text editor. A very good choice is using “Notepad++” which is a free software that is considerably better than using the standard Windows notepad editor.

The buttons will take action on “button” down when using the method above.

4.7 To publish the “Shoe Depot Dashboard” site to the system

Whatever of the two methods you used to create the dashboard site, the next thing to do is to zip the web site folder. This is simple.

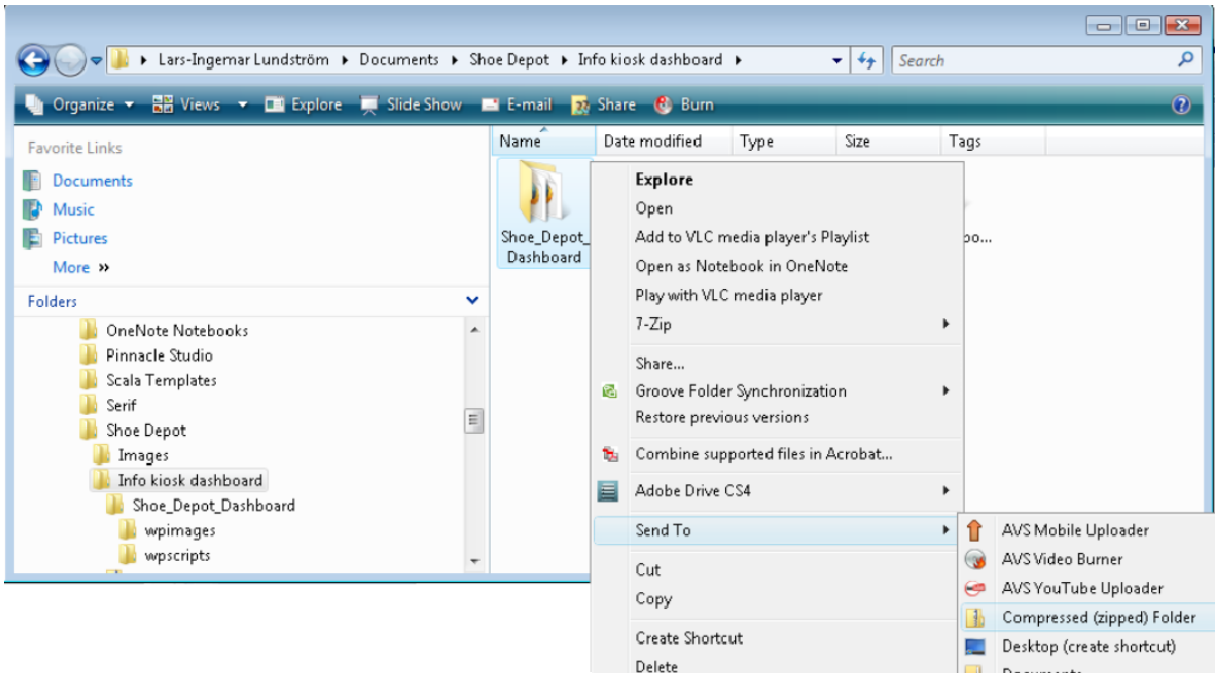

Figure 28. To compress the web site folder, right click on the folder, then select “Send To” and finally select “Compressed (zipped) Folder”.

The compressed folder can now be uploaded as any media spot to the system.

Go to the “Import” tab of the system and choose the folder where you want to store the zipped dashboard.

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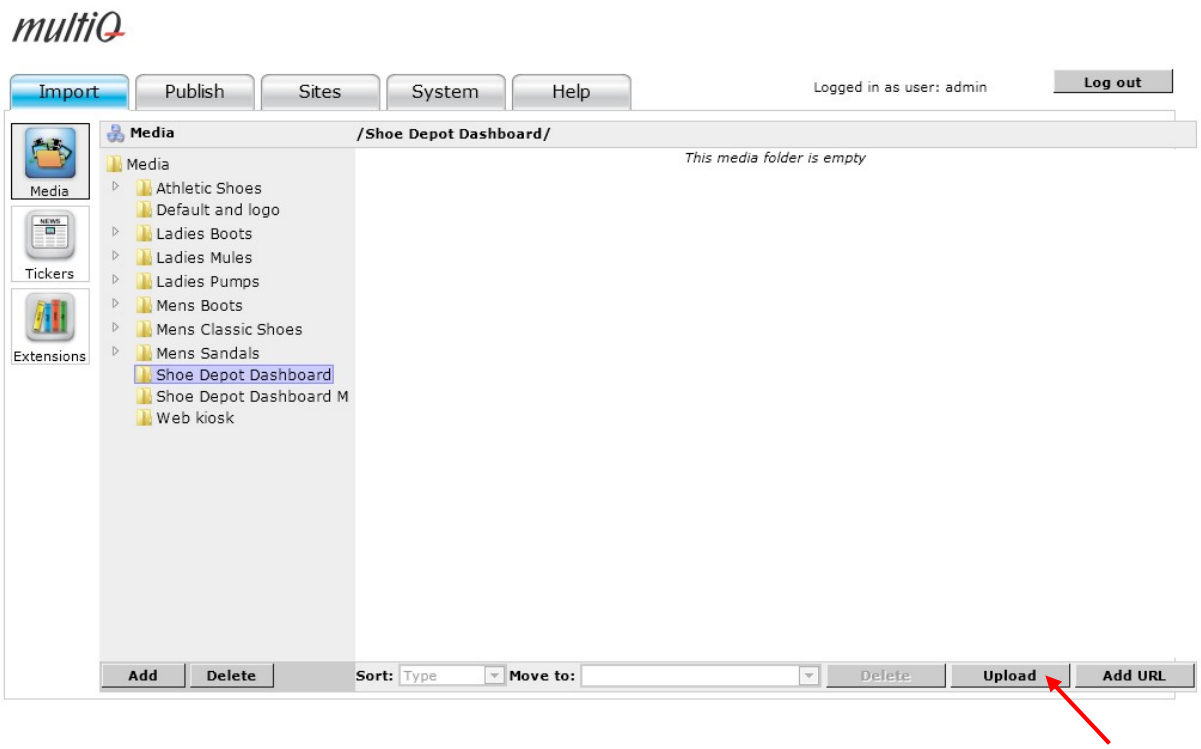

Figure 29. Choose the "Upload" button in the "Import" tab to upload the zipped dashboard site.

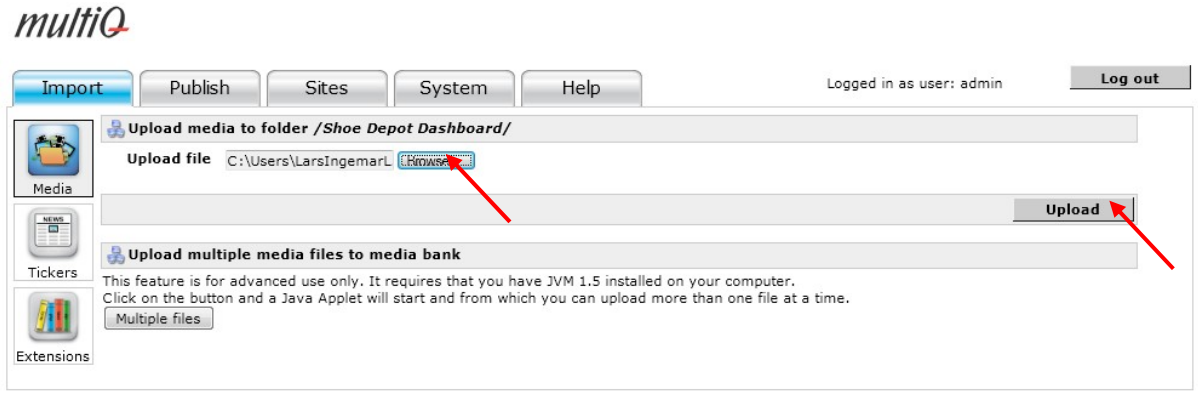

Figure 30. Browse to the zipped website and press the "Upload" button.

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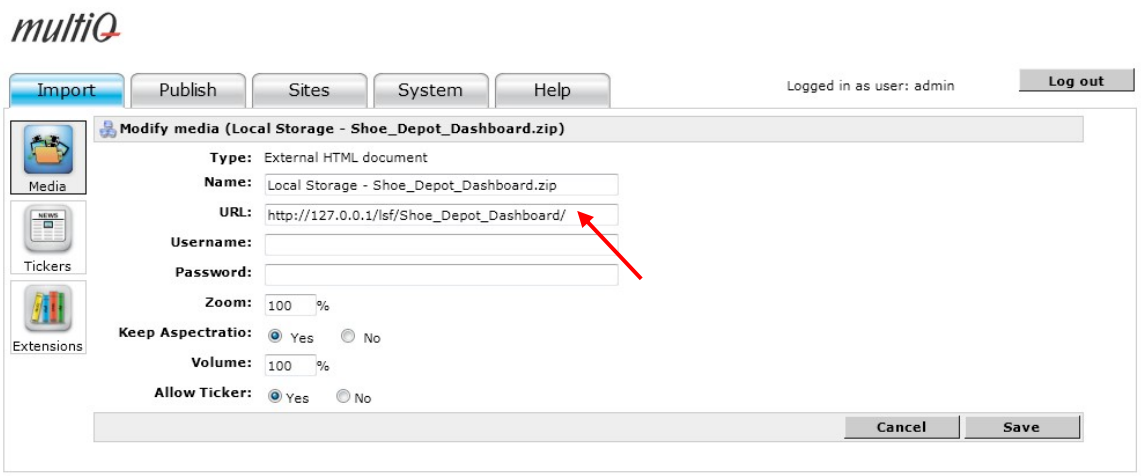

Figure 31. The media spot will lead directly to the index.html file (since no filename is specified in the path of the URL) of the web site (which will work in this case). In other cases you may want to start at another page. That can be changed in this menu.

Create a channel for your dashboards

It is recommended that you define a channel to hold the dashboard site. The reason for this is that if you have a number of media monitors it is practical to let all of them use the same channel. If you make a change you only need to deal with the just channel and not with the media monitors individually.

When the "Shoe Depot Dashboard Channel" has been created the Local-Storage – Shoe_Depot_Dashboard.zip" file is added as a media spot and finally the complete channel is added as "Media from channels" to Area1 of the media monitor.

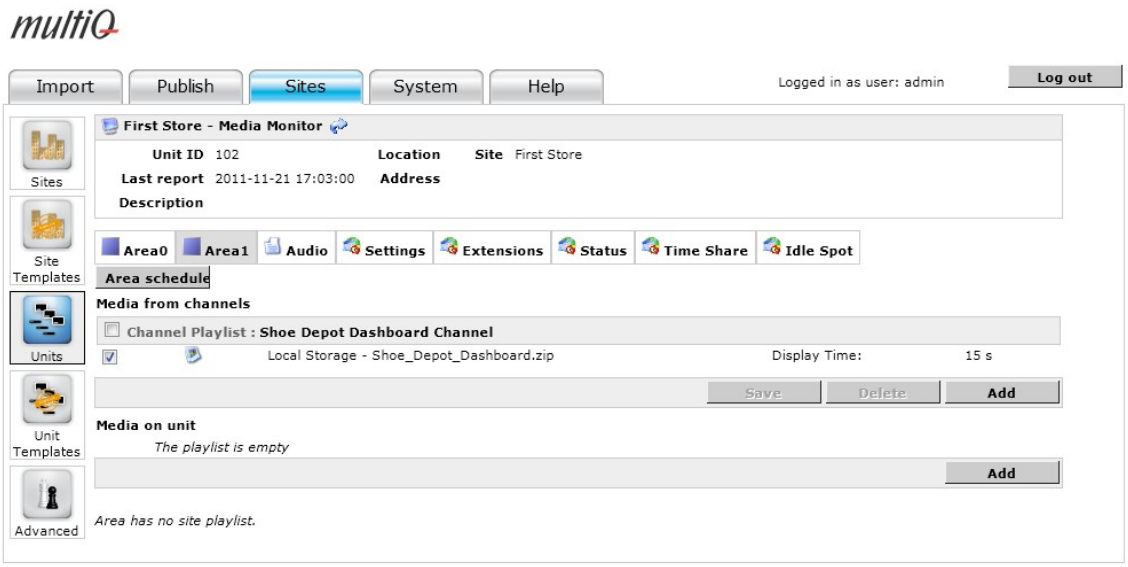

Figure 32. Finally the "Shoe Depot Dashboard Channel" is connected to "Area1" of the media player and the dashboard will become visible on the screen and is ready for testing.

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If you need to update your dashboards, you just publish a new version to a folder having the same name as the original website and then zip the website as before. Then you upload the zipped file as a media spot as we did previously. Then the dashboard will be replaced automatically all throughout the system.